

April 27, 2012

Marlene H. Dortch, Esq.  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Re: Written Ex Parte Communication in CS Docket No. 98-120

Dear Ms. Dortch:

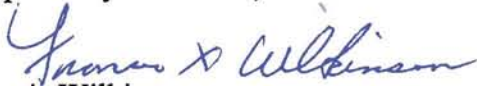
I the undersigned broadcast licensee have elected mandatory carriage during the most recent election cycle. As the General Manager of a station that relies upon mandatory carriage to reach households in our market that subscribe to cable service, we support the Commission's proposal to extend its viewability rule. The current rule ensures that must carry stations can be accessed by all cable subscribers regardless of whether they subscribe to digital, analog or hybrid systems.

The undersigned broadcast licensee owns and operates a station in the #2 market [#1 Hispanic market]. We serve urban and rural viewers within the Los Angeles DMA, and offer a wide range of programming, primarily in Spanish language.

I am aware of the National Association of Broadcasters' study documenting the potential harm to stations if they lose a portion of their viewers through changes to the viewability rule, and I concur with NAB's analysis. Our station competes aggressively with numerous other media outlets for advertising revenue. Maximizing viewership throughout our local market is critical to our ability to compete. Any reduction in cable subscribers' ability to access our signal would be harmful to our ability to secure advertising dollars and continue to deliver unique minority programming to our viewers.

The undersigned licensee wishes to continue to serve all of the cable households within our market. Accordingly, I strongly urge the FCC to retain the current viewability rule.

Respectfully submitted,

  
Francis Wilkinson  
Executive Vice President  
Costa De Oro Media, LLC  
KJLA TV

cc: William Lake, Michelle Carey, Mary Beth Murphy, Steven Broeckert, Alison Neplokh,  
Evan Baranoff, John Gabrysch